



**Euromonitor
International**

Retail Tissue in Iraq

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Low-Cost Suppliers Boost Tissue Sales through Bulk Deals

Al Osra Leverages Quality Focus to Strengthen Brand Loyalty

Toilet Paper Outpaces Rivals as Household Tissue Demand Surges

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Brands with Diverse Product Ranges Capture Fragmented Demand Growth

Facial Tissues Sustain Leadership as Toilet Paper Accelerates Fastest

Fragmented Supplier Base Intensifies Competition and Rewards Adaptability

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sanipak and Hayat Maintain Share as Value Offers Expand

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Outpace Modern Formats as Channel Shift Stalls

Low Pricing and Ubiquity Limit E-Commerce Uptake for Tissue

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Tissue

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Tissue

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Iraq - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Molfix Expands Bulk Pack Strategy to Defend Price Leadership

Molped Attracts Young Consumers with Discreet Convenience Focus

Confy Leverages Wellbeing Claims to Capture Trust Amid Competition

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

New Suppliers Sacrifice Profit to Capture Share, Pressuring Incumbents

Chart 20 - Analyst Insight for Tissue and Hygiene

Nappies Remain Largest as Birth Rates Slow, Menstrual Care Accelerates

Fragmentation and Price Pressure Fuel Demand for Efficiency and Breadth

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Hayat Holding as Defends Lead as Fragmentation Accelerates in Rural Areas

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Small Grocers Maintain Lead as Modern Trade Expands Slowly

E-Commerce Remains Negligible as Offline Stores Face No Online Threat

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-tissue-in-iraq/report.